

UCHE JAPHETH

Social Media Manager | Content Strategy & Brand Growth

BUILDING COMMUNITIES. GROWING BRANDS. IMPROVING SYSTEMS.

✉ camzyxworld@gmail.com ☎ +234 915 366 1595 ✎ x.com/jappr0
in linkedin.com/in/jappr0 🌐 japheth.name.ng 📄 github.com/jappr0



PROFESSIONAL SUMMARY

Social Media Manager and Content Strategist who connects brand identity, community and growth. With experience spans in B2B business, Web3 and backed by ongoing social media marketing training and daily research that extend beyond those fields. Builds content strategies and calendars, runs campaigns, and produces short-form video, graphics and educational carousels. Uses engagement data, audience tests and community feedback to decide what to create next, and turns product and technical information into clear content. Supports it with content analysis, lead-generation content, outreach, trend research, automation and AI-assisted workflows. Works independently and directly with founders, designers and leadership.

PROFESSIONAL EXPERIENCE

- Social Media Manager

Racine Technologies Limited

- Work directly with leadership to turn technical information into B2B social content.
 - Plan content in a calendar and review content analytics to see what works and what to make next.
 - Create short videos (montages and videos built on trending hooks), educational carousels, and B2B visual posts that follow current content trends.
 - Proposed, with the team, an email and social media DM outreach plan. About 25+ prospect companies were contacted in the first two weeks, with follow-ups.
 - LinkedIn page results: 117 page views (up 277%), 43 unique visitors (up 378%), 48 new followers (up 220%), 42 search appearances (up 45%).

Aug 2026 to Present

Remote
- Executive Assistant (Procurement & Junior Data Analyst)

Racine Technologies Limited

- Managed 35+ procurements in a single month.
 - Secured a partnership for the company within two months of joining.
 - Handled data entry and basic analytics with close attention to detail.
 - Contributed to executive meetings with clear communication and ownership of assigned work.

Sep 2025 to Present

Lagos · On-site
- Social Media & Community Lead

Kiooverse

- Helped reactivate a dormant GameFi community, built the content calendar, and planned the Early Access communications across X, Discord and Telegram.
 - Used Early Access feedback and content tests to show the community was mostly crypto-focused rather than gamers, which led the team to shift its target audience.
 - Proposed and ran the audience tests: gaming-first content, outreach to gamers, replies on top gaming creators and competitors, X Ads, the Dual Realm Challenge (\$110 reward), and Origin Support.
 - Results during testing: 33K impressions (up 1,189%), 286 profile visits (up 1,044%), 34+ new X followers (up 467%). The team used the feedback to build new features and a new game.
 - Analyzed response by platform and audience segment, used content to bring gamers to the community and the game test (lead generation), edited gameplay clips, and contributed to the Kioomon Origins gameplay trailer evaluation.
 - Work with the design team, taking ownership of content direction and flagging specific fixes when visuals miss the mark.
 - Use AI tools for research, ideation and copywriting.

Mar 2026 to Sep 2026

Remote
- Community Manager & Social Media Manager

Pecunity

- Supported content creation and X and Reddit marketing during a low-activity period.
 - Created content that sent users to the Pecunity website to test new yield strategies (Pecunity is a DeFi automated yield aggregator).
 - Turned team updates into clear announcements and community posts for X, Discord and Telegram, working with designers, and monitored community sentiment.

Feb 2026 to Jun 2026

Remote

Community Moderator & Campaign Manager

Jun 2025 to Dec 2025
Remote

Pecunity (formerly OctoDeFi)

- Managed campaigns and supported community growth through the OctoDeFi to Pecunity rebrand, the public presale, and the Nov 6, 2025 launch.
- Ran the Zealy quest campaign: 63,998 quests completed by 6,505 participants (campaign totals). Personally reviewed 83% of quests and set up automated review for the rest.
- Managed \$4,500 in rewards for monthly top contributors and contestants.
- Created content that directed people to join the Zealy quests and to take part in the public presale, the launch and the vesting round.
- Community at the Nov 6, 2025 launch: X 6,800+ followers, Telegram 3,200+ members, Discord 800+ members (~11x average indicative growth across the three during the campaign).
- Estimated ~72% average contribution to key events (rebrand, public presale, launch, vesting round).
- Built a public campaign performance dashboard from the campaign data.

Ambassador

May 2025 to Aug 2025
Remote

Perspective AI

- Wrote weekly awareness threads and posts on X and boosted official posts through community replies.
- Supported ecosystem visibility and awareness through consistent weekly content.

Community Support (Biga Master)

Sep 2024 to Dec 2024
Remote

BIGA Arcade

- Hosted and streamed live gameplay shows on YouTube to engage the community.
- Promoted weekly game nights and community events on X and created promotional content.

Ambassador & Community Support

Sep 2024 to Dec 2024
Remote

Vexor Network

- Supported community campaigns and promotional initiatives.
- Created content that raised project visibility and encouraged participation.

CORE SKILLS

CONTENT STRATEGY

- Content Planning
- Content Calendars
- Content Ideation
- Copywriting
- Content Repurposing
- Content Evaluation
- Trend Research
- Editorial Planning
- Content Analysis
- Content-Led Lead Generation

SOCIAL & COMMUNITY

- Community Engagement
- Audience Growth
- Campaign Management
- Discord and Telegram Community Management
- Cold DMing
- Cold Emailing
- Professional outreach

CREATIVE & PRODUCTION

- Short-Form Video Editing
- Video Montages
- Gameplay Clips
- Carousel Content
- Graphic Content
- Creative Direction
- Content QA
- Blog
- Articles
- Transition & Motion videos

GROWTH & ANALYTICS

- Audience Research
- Engagement Analysis
- Performance Tracking
- Community Feedback
- Reporting
- Content Optimization
- SEO Basics (Google sitemap)
- X (Twitter) Ads
- Meta Ads

AI & AUTOMATION

- AI-Assisted Research
- AI Content Workflows
- Editorial Automation
- Quick-Reply Automation
- Zealy Quest Review Automation

TOOLS & PLATFORMS

VIDEO & CREATIVE

- CapCut
- Canva
- Figma

AI & CONTENT

- ChatGPT
- Claude
- Perplexity
- ElevenLabs
- Google Flow
- AI33.Pro

SOCIAL & COMMUNITY

- X
- LinkedIn
- Instagram
- Discord
- Telegram
- Facebook
- YouTube
- TikTok
- Reddit
- Zealy

AUTOMATION (WORKING KNOWLEDGE)

- ManyChat
- Make
- IFTTT

PRODUCTIVITY & DEV

- Notion
- Google Workspace (Sheets)
- Microsoft Office (Excel)
- GitHub
- VS Code

SELECTED PROJECTS

Alfalf AI

An AI-powered operations platform helping Web3 projects design structured, retention-driven community campaigns. Built independently, in progress.

VINCESlink (Business Website)

Designed and developed a responsive e-commerce website for VINCESlink using HTML, CSS and JavaScript. Managed version control with GitHub and deployed for public access.

Personal portfolio (japheth.name.ng)

Website showcase my professional philosophy, capabilities and testimonials from teams I've worked with, documenting my work, with SEO setup (Google sitemap).

EDUCATION

B.Eng. in Petroleum Engineering
Nnamdi Azikiwe University, Awka

2023 to 2028 (Expected)

LANGUAGES

English
Igbo
German A1

Fluent
Native
Basic